

Message Text

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ORIGIN NEA-09

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DRAFTED BY NEA/EGY:GGBROWN:DAV

APPROVED BY NEA/EGY:HFMATTHEWS

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FM SECSTATE WASHDC

TO AMEMBASSY CAIRO

UNCLAS STATE 199190

E.O. 11652: N/A

TAGS: BTRA, EG

SUBJECT: VISIT OF GENESCO INC. OFFICIALS

1. DEPARTMENT CONTACTED BY GENESCO INC., NASHVILLE, TENN. GENESCO PERSONNEL PLANNING VISIT CAIRO OCT. 7 TO OCT. 10 TO STUDY POSSIBILITY OF ESTABLISHING AND EQUIPPING AN APPAREL MANUFACTURING PLANT IN EGYPT TO CUT AND SEW GOODS FOR EXPORT. WILL WANT TO ALSO INVESTIGATE METHODS OF FINANCING PLANT AND EQUIPMENT.

2. GENESCO AND ITS CONSOLIDATED SUBSIDIARIES ARE IN BUSINESS OF MANUFACTURING AND DISTRIBUTING OF ALL TYPES OF APPAREL FOR MEN, WOMEN, AND CHILDREN. FISCAL YEAR 74 SALES WERE OVER ONE BILLION DOLS.

3. GENESCO GROUP CONSISTING OF MR. WILLIAM WIRE, VICE PRESIDENT FINANCE, MR. WILLIAM COOK, VICE PRESIDENT, AND JAMES GULMI, ASSISTANCE TREASURER WOULD LIKE APPOINTMENT EMBASSY ECONOMIC/COMMERCIAL OFFICER EARLY MORNING OCT. 8 WOULD ALSO APPRECIATE SUGGESTIONS FOR APPROPRIATE EGYPTIAN CONTACTS. UNLESS EMBASSY WILLING MAKE EGYPTIAN APPOINTMENTS, WILL ADVISE THEM TO WRITE DIRECTLY FOLLOWING RECEIPT YOUR SUGGESTIONS. KISSINGER

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